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Keynotes: (Public)
Public strategies provided by industry experts who presented at one of the many conferences listed during this years show.

Web Publishing Conference: (Public)
Monday - Tuesday, March 1 - 2
Develop successful Web strategies using the latest tools and techniques.

Publishing Strategies Conference: (Public)
Thursday - Friday, March 4 - 5
Position your company for the future - equip yourself to make the right strategic short-and long-term business decisions.

Best Practices Conference: (Public)
Thursday - Friday, March 4 - 5
Master the latest digital technologies in order to boost your productivity and improve you bottom line.

Special Interest Days: (Public)
Tuesday - Thursday, March 2 - 4
Drill down into new technologies and applications during full day courses.

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Keynotes

Boston 1999 Keynotes Calendar

Monday, March 01, 1999	
09:30 AM - 10:30 AM	Publishing Strategies Conference Keynote Transcript (HTML 78k)
Tuesday, March 02, 1999	
08:30 AM - 10:00 AM	Adobe Keynote Transcript (HTML 77k)
Wednesday, March 03, 1999	
08:30 AM - 10:00 AM	Quark Keynote Transcript (HTML 108k)
Thursday, March 04, 1999	
09:00 AM - 10:30 AM	Web Publishing Conference Keynote Transcript (HTML 82k)
09:00 AM - 10:30 AM	Best Practices Conference Keynotes (no transcript available)

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Publishing Strategies Conference

Boston 1999 Publishing Strategies Conference Calendar

Track	Facing the Future	Growth Opportunities	New Technologies and Practices
Monday, March 01, 1999			
09:30 AM - 10:30 AM	Publishing Strategies Conference Keynote Transcript (HTML 76k)		
11:00 AM - 12:30 PM	Media-Independent Publishing: Tools and Techniques Transcript (HTML 55k) Kevin Hannon (PPT 47k)	Digital Printing: Adding Pod Services into Your Business Transcript (HTML 85k) Barbara Pellow (PPT 7693k) Dave de Bronckart (PPT 3860k) Joe Webb (PPT 227k)	Print/E-Commerce: Models for the Web Transcript (HTML 83k) Eric Bean (PDF 3075k) Hills Davis (PDF 125k) Nimish Mehta (PPT 540k) Royal Farros (PPT 1327k)
02:30 PM - 04:00 PM	Electronic Books: Five Competing Approaches Transcript (HTML 84k) Daniel Murryan (PPT 1457k) Dennis McNamara (PPT 146k) Len Kewell (PPT 76k)	CTP and Color Proofing: Making the Right Choices Transcript (HTML 89k) Bruce Harrison (PPT 4995k) Mark Doyle (PPT 604k)	Digital Photography: Fast Advances Transcript (HTML 70k)
04:30 PM - 06:00 PM	CIM: Where Are We Headed? Transcript (HTML 76k) Guy Johnson (PPT 50k) Jurgen Schonhut (PPT 144k) Phil Nelson (PPT 2122k)	To Acquire or To Be Acquired: Is That the Question? Transcript (HTML 88k) Thad McIlroy (PPT 155k)	Print vs. the Web: Finding the Ideal Balance Transcript (HTML 69k)
Tuesday, March 02, 1999			
11:00 AM - 12:30 PM	The Future of Publishing Transcript (HTML 29k)	Asset Management: Business and Service Strategies Transcript (HTML 88k) Behzad Ilchi (PPT 109k) Bruce Ganger (PPT 63k) Marc Mandel (PPT 56k) Paul White (PDF 53k)	Next Generation Page Layout Tools Transcript (HTML 30k) Don Lohse (PPT 63k)
02:30 PM - 04:00 PM	Automated Color Control Transcript (HTML 23k) Dave Hunter (PDF 65k) John Sweeney (ZIP 4979k)	Asset Management: Seven Minutes with an Asset Management Vendor Transcript (HTML 71k) George Alexander (PPT 44k) Michael Denley (PPT 203k) Paul Beyer (PDF 1144k) Robert Godwin (PPT 713k) Scott Bowen (PPT 4248k) Sioux Fleming (PPT 42k)	Integrating Asset Management with Workflow Systems Transcript (HTML 22k) Jeff Boldt (PPT 283k) Jennifer Neumann (PPT 311k) Tom Houser (PDF 163k)
04:30 PM - 06:00 PM	Rights Management: Controlling Copyrights on the Electronic Frontier Transcript (HTML 81k) Bill Rosenblatt (PPT 288k) Brad Husick (PPT 1744k) Evan Messinger (PPT 5090k) Norman Paskin (PPT 138k)	Variable Data Printing: In-Depth Case Studies Transcript (HTML 70k) Dave deBronckart (PPT 3679k) David Broudy (PDF 934k)	PDF and Acrobat - Latest Developments Transcript (HTML 10k) Stephan Jaeggli (PDF 122k)

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Web Publishing Conference

Boston 1999 Web Publishing Conference Calendar

Track	Business/Marketing	Corporate	Design/Authoring	Web Producer/Developer
Thursday, March 04, 1999				
09:00 AM - 10:30 AM	Web Publishing Conference Keynote Transcript (HTML 82k)			
11:00 AM - 12:30 PM	Branding Building Across Media Transcript (HTML 75k)	Mass Customization Techniques in Corporate Web Publishing Transcript (HTML 86k) Dan Cote (ZIP 2197k) Jennifer Halher (PPT 316k)	Designing the News Online: Lessons from Leading Large-Scale Content Sites Transcript (HTML 78k)	Managing Web Site Projects and Teams Transcript (HTML 82k) CJ Yem (PPT 42k) David Forrester (PPT 94k) Jim Black (PPT 82k)
02:30 PM - 04:00 PM	Installed Base Marketing Transcript (HTML 74k) Mansoor Zakaria (PPT 635k)	Turning Content Into Service Transcript (HTML 19k)	Designing Customizable Web Environments: Design Strategies for Dealing with Dynamic Data Transcript (HTML 76k) Karen Sideman (PPT 1038k)	Managing the Web Creative Design Process Transcript (HTML 19k)
04:30 PM - 06:00 PM	E-mail Based Newsletter Businesses Transcript (HTML 91k) Hans Brondino (PPT 1306k)	Meeting the Web Publishing Demands of Non-Publishers Transcript (HTML 83k) Pat McGrew and Bill McDaniel (PPT 124k)	Designing Sites That Sell: Creating the Online Shopping Experience Transcript (HTML 77k)	Content Management Strategies: Tools and Processes Transcript (HTML 84k) Ron Cagenello (PPT 272k)
Friday, March 05, 1999				
09:00 AM - 10:30 AM	Outsourcing 101 Transcript (HTML 72k) CJ Yem (PPT 42k) Matt Cohen (PPT 125k)	Application Update: Corporate Electronic Catalogs Transcript (HTML 81k) Eric Severson (PPT 1735k) Phil Gibson (PPT 1771k)	Designing for Online Communities: Practical Lessons for Developing Co-Created Spaces Transcript (HTML 73k) Barry Kort (HTML 6k)	Managing Dynamic Database-Driven Web Sites Transcript (HTML 78k) Paul Bayer (PDF 678k)
11:00 AM - 12:30 PM	What Sells: Increasing Transactions and Views Transcript (HTML 89k) Phil Gibson (PPT 2892k)	Measuring Performance: How to Know that Content Works Transcript (HTML 84k) Allison Hartsoe (PPT 102k) Bill Zoelick (PPT 88k)	Designing Site Search & Visualization: New Approaches to Visualizing Transcript (HTML 50k) Rich Conley (PPT 154k)	System Architecture Planning and Management Transcript (HTML 12k) Brian Terry (PPT 23k)
01:30 PM - 03:00 PM	Queueing & Caching: Scaling Service to Meet Demand Transcript (HTML 84k)	Innovation in Corporate Web Publishing Transcript (HTML 82k) Daniel Appelquist (PPT 86k) Paul Pangaro (PPT 452k)	Interface Innovations: What's Next for Online Design? Emerging Design Technologies for the Next Five Years Transcript (HTML 85k)	Managing E-Commerce Systems Transcript (HTML 75k) Markus Stamm (PPT 287k) Randy Von Feldt (PPT 156k)
03:30 PM - 05:00 PM	Web Publishing Conference Closing Session: Bringing It All Back Together Transcript (HTML 92k)			

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Best Practices Conference

Boston 1999 Best Practices Conference Calendar

Track	Infrastructure	Managing the Flow	Processes
Thursday, March 11, 1999			
09:00 AM - 10:30 AM	Best Practices Conference Keynotes		
09:00 AM - 10:00 AM	Best Practices Conference Opening Session: Implementing Best Practices in the Publishing Industry Transcript (HTML 56k)		
10:30 AM - 12:00 PM	Connectivity: Buses and Networks Transcript (HTML 79k) Ed Joras (PPT 751k) H Michael Naley (PPT 289k) Phil Nealey (PPT 4999k) Rodney French (PPT 99k)	Implementing Workflow Transcript (HTML 76k) Scott Lifschin (PPT 46k)	Color Control from Proof to Press Transcript (HTML 83k) Bill Easley (PDF 1143k) Greg Irvin (PPT 380k)
02:00 PM - 03:30 PM	Connectivity: Intranets, Extranets, and Private Networks Transcript (HTML 81k)	Preflight: Latest Tools and Procedures Transcript (HTML 91k) Eddy Martinez (PPT 68k) Hal Hinderliter (PPT 218k) James King (PDF 197k) Jose Andrade (PDF 409k)	Color Management: Lessons Learned Transcript (HTML 75k) Irene Mauch (PPT 3110k) Michael Kieran (PDF 151k) W Morgan Rockhill (PPT 1860 k)
04:00 PM - 05:30 PM	The Server Shootout Transcript (HTML 41k) Kristina Denike (PPT 177k) Scott Bowman (ZIP 66k)	PDF: Building a PDF Workflow Transcript (HTML 67k) Anne Nickinello (PPT 1329k)	Scripting for Production Automation Transcript (HTML 71k)
Friday, March 12, 1999			
09:00 AM - 10:30 AM	Asset Management: Building the Archive Transcript (HTML 85k)	RIP-Once Workflows Transcript (HTML 83k) Neil O'Callaghan (PPT 488k)	Lessons Learned from the Packaging Industry Transcript (HTML 69k) Beecher Lamb (PPT 1629k) Dennis Mehta (PPT 6025k) Doug Bartlett (PPT 1936k)
11:00 AM - 12:30 PM	CTP: Equipment/Processes Transcript (HTML 85k) John Zarwan (PPT 70k)	Asset Management: Designer/Publisher Issues Transcript (HTML 80k) Maggie Brenner (PDF 1154k) Tony Freeman (PPT 42k)	Variable Image Design and Production Transcript (HTML 92k) John Sisson (PPT 376k) Val DiGirolamo (PPT 3209k)
01:30 PM - 03:00 PM	RFP for CTP: 4-up Platesetters Transcript (HTML 84k)	Staffing and Training Transcript (HTML 80k)	Mixed-Platform Management Transcript (HTML 79k)
03:30 PM - 05:00 PM	RFP for CTP: 8-up Platesetters Transcript (HTML 76k) David Brown (PPT 1808k) Michael Platt (PPT 96k)	Rights Management: Systems and Practices Transcript (HTML 14k) Bruce Waterman (PPT 268k) Daniel Cervais (PPT 73k) Laura Gale (PPT 110k) Maureen Adamson (PPT 60k)	How'd They Do That? Dissecting Three Great Publications Transcript (HTML 42k) Paula Tognarelli (PDF 733k)

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Special Interest Days

Boston 1999 Special Interest Days Calendar

Monday, March 02, 1999

10:30 AM - 06:00 PM	<p>Color Management Day Transcript A (HTML 78k) Transcript B (HTML 50k) Transcript C (HTML 78k) Transcript D (HTML 80k) Transcript E (HTML 55k) Chris Murphy (PDF 28k) Fred Bunting (PDF 180k) Jim King (PDF 174k) Michael Kieran 1 (PDF 329k) Michael Kieran 2 (PDF 188k) Michael Kieran 3 (PDF 150k)</p>
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10:30 AM - 06:00 PM	<p>Digital Photography Now Transcript A (HTML 64k) Transcript B (HTML 26k) Transcript C (HTML 37k) Transcript D (HTML 20k) Jan Oster (PDF 1056k) Larry Guyer (PPT 28860k) Michael Ulsaker (PDF 2165k) Scott Miles (ZIP 2214k) Trevor Haworth (PPT 151k) Yossi Ben-Shoshan (ZIP 14993k)</p>
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Tuesday, March 03, 1999

10:30 AM - 06:00 PM	<p>PDF Day Transcript A (HTML 54k) Transcript B (HTML 59k) Transcript C (HTML 82k) Transcript D (HTML 48k) Transcript E (HTML 37k) Alan Fisher (PPT 410k) Bill Tulloh (PPT 302k) Bob Greene (PDF 111k) JD Gebicki (PPT 556k) Scott Tully (PDF 250k) Stanford Bingham (PDF 138k) Stephan Jaeggi (PDF 62k)</p>
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10:30 AM - 06:00 PM	<p>Web Secrets Day Transcript A (HTML 26k) Transcript B (HTML 71k) Transcript C (HTML 67k) Transcript D (HTML 61k) Transcript E (HTML 82k) Deidre Paknad (PDF 100k) Mark Smith (HTML 6k)</p>
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10:30 AM - 06:00 PM	Design and Strategy Summit
10:30 AM - 05:30 PM	<p>XML and the Publishing Industry Transcript A (HTML 85k) Transcript B (HTML 59k) Transcript C (HTML 67k) Transcript D (HTML 82k) Tony Stewart (PPT 92k)</p>

Wednesday, March 04, 1999

09:00 AM - 05:30 PM	<p>DDAP Day Transcript A (HTML 97k) Transcript B (HTML 94k) Transcript C (HTML 98k) Transcript D (HTML 51k) Alan Darling 1 (PPT 114k) Alan Darling 2 (PPT 110k) Frank Scott (PPT 46k) John Dougherty (PPT 482k) Linda Manes Goodwin (PPT 74k) Sarah Rosenbaum (PDF 500k)</p>
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09:00 AM - 05:30 PM	<p>Print on Demand Day Transcript A (HTML 77k) Transcript B (HTML 78k) Transcript C (HTML 75k) Transcript D (HTML 40k) Paul Trevithick (PPT 1283k) Val DiGiacinto (PPT 3225k)</p>
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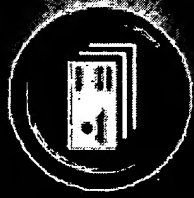


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Vice President
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E-commerce: Huge B-to-B Opportunities

The Internet's third wave: Business-to-business e-commerce

1. Portals

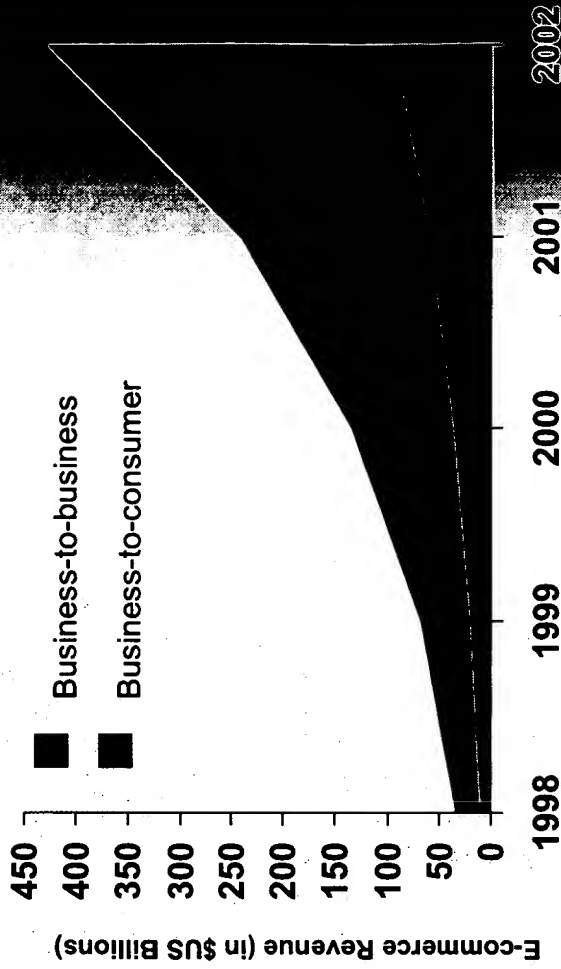
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2. Business-to-consumer

BOOKS, MUSIC & MORE
amazon.com

3. Business-to-business

IMAGEX.COM

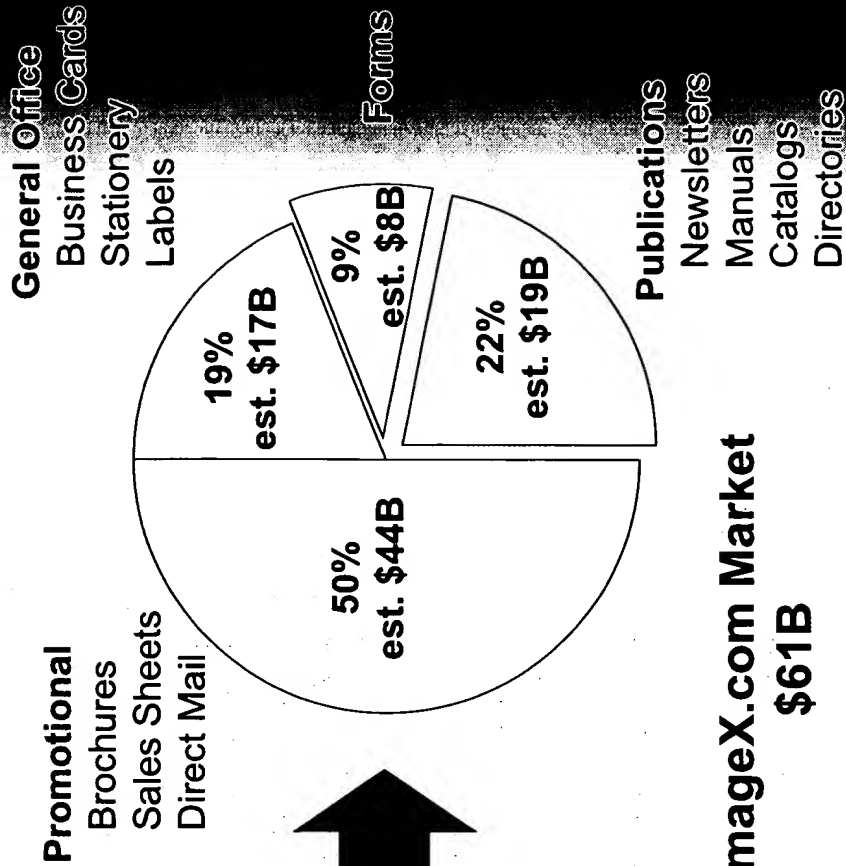
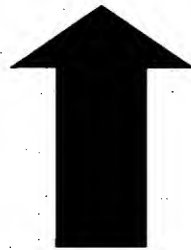
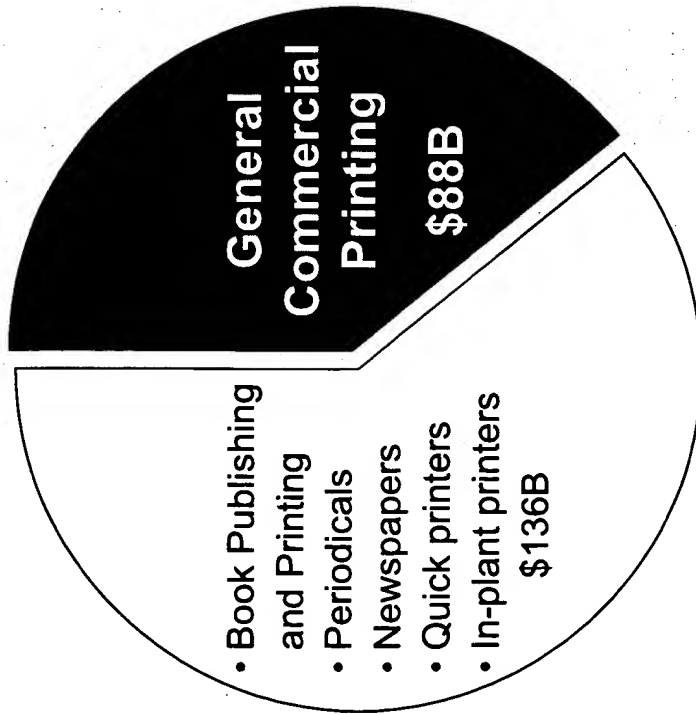


Source: International Data Corp.



E-commerce: Huge B-to-B Opportunities

- ✓ Large market
- ✓ Existing customer print budgets



US Printing & Publishing

\$224B

ImageX.com Market

\$61B

Source: CAP Ventures, Inc.; Company Estimates



Some Internet/Digital Printing Killer Apps

Eric Bean's Quick List:

1. Business print procurement
2. SOHO business printing
3. Custom book manufacturing
4. "Nasdaq" for printing services
5. Guaranteed print at distributed locations
6. Virtual load balancing
7. Walk-up print service kiosks



Some Internet/Digital Printing Killer Apps

Eric Bean's Quick List:

8. Real-time production monitoring of virtual manufacturing sites
9. Pay-as-you-go specialized print/layout/design software
10. Catalogs customized by web-surfing interests
11. Distributed point-of-purchase production
12. Remote printer & network monitoring & admin.
13. Smart printers for web content



Some Internet/Digital Printing Killer Apps

Eric Bean's Quick List:

14. Hot links: magazines & publications to web-based repositories
15. Follow-me newspapers
16. Virtual greeting cards follow-up with real thing
17. Automated, distributed document manufacturing
18. Remote custom variable sales presentations and leave-behinds
19. Remote secure printing



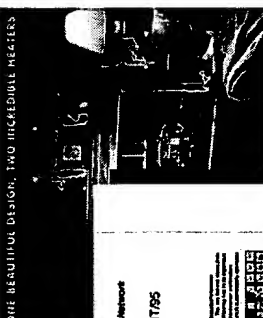
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WaveLink is a powerful, easy-to-use, and cost-effective solution for businesses looking to streamline their information management. It provides a comprehensive suite of tools for managing customer data, sales leads, and business operations. The software is designed to be intuitive and user-friendly, allowing businesses to quickly integrate it into their existing systems. WaveLink offers a wide range of features, including data entry, reporting, and analytics, all designed to help businesses make better decisions and improve their bottom line.

High Capacity Internet Access Made Simple




High Capacity Internet Access Made Simple. This service provides businesses with a reliable and scalable solution for their internet needs. It offers a range of features, including high-speed connectivity, secure data transfer, and flexible pricing options. The service is designed to be easy to use and integrate with existing systems, making it a perfect choice for businesses of all sizes.

Wireless Remote Access



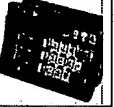
Wireless Remote Access. This service allows businesses to access their data and applications from anywhere, at any time. It provides a secure and reliable connection, ensuring that businesses can stay productive and connected. The service is designed to be easy to use and integrate with existing systems, making it a perfect choice for businesses of all sizes.

Network Operations Center




Network Operations Center. This service provides businesses with a comprehensive solution for managing their network infrastructure. It offers a range of features, including monitoring, troubleshooting, and reporting, all designed to help businesses keep their network running smoothly. The service is designed to be easy to use and integrate with existing systems, making it a perfect choice for businesses of all sizes.

Verifone



Express Payment Terminal
Point-of-Sale System
The Verifone Express Payment Terminal is a powerful, easy-to-use, and cost-effective solution for businesses looking to streamline their payment processing. It provides a comprehensive suite of tools for managing transactions, including credit card processing, cash handling, and receipt printing. The terminal is designed to be intuitive and user-friendly, allowing businesses to quickly integrate it into their existing systems. Verifone offers a wide range of features, including data entry, reporting, and analytics, all designed to help businesses make better decisions and improve their bottom line.

Verifone



Verifone



Business Cards/Stationery

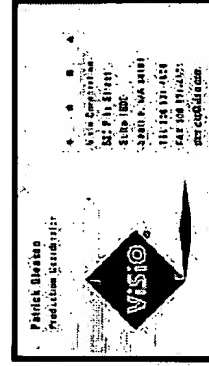
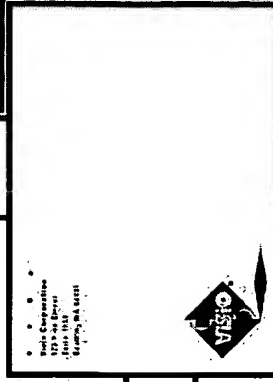
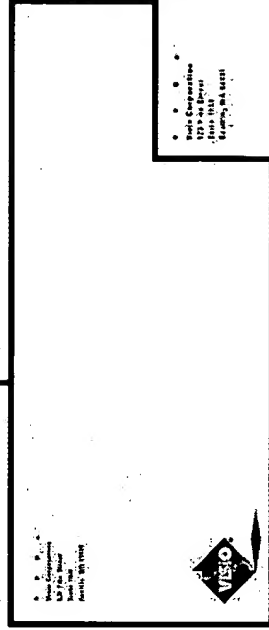
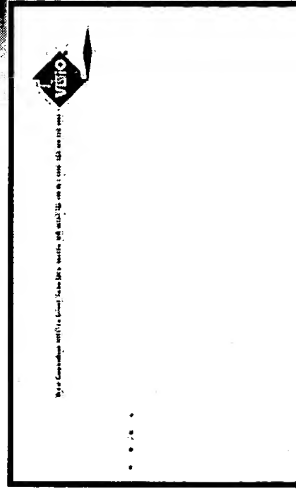
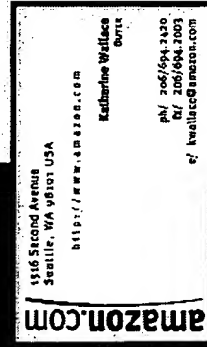
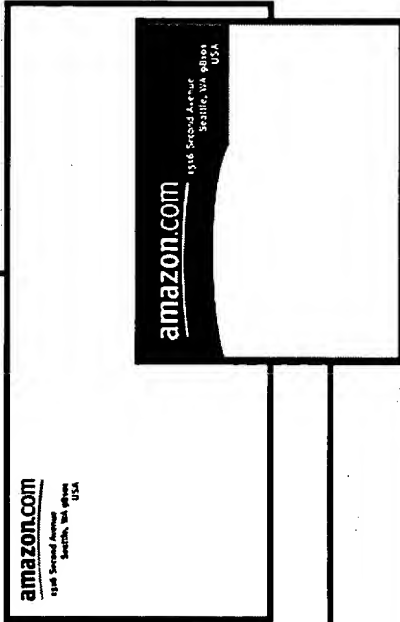
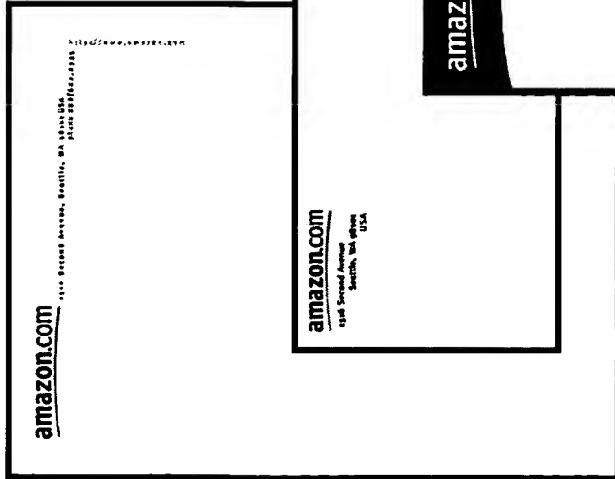


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The Traditional Process Is Old Fashioned

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Name: Michael Address: 123 Main St City: Anytown State: CA Zip: 90210

Phone: 555-1234 Fax: 555-5678

Order: 1 of 1 Healthy Cooking CD-ROM for \$14.95

Order: 1 of 1 Complete Guide to Gardening CD-ROM for \$14.95

Total: \$29.90

Payment: Check Card Money Order

Card: Visa MasterCard Discover Amex

Card #: 1234 5678 9010 1112 Exp: 12/99 12/00

Name: Michael Address: 123 Main St City: Anytown State: CA Zip: 90210

Phone: 555-1234 Fax: 555-5678

Signature: Michael

Mailroom Publishing, Inc.
123 Main St, Ste 100
Anytown, CA 90210
Tel: 1-800-555-1234
Fax: 1-800-555-5678

Business Stationery Order Form
A7&T Wireless Services

Order Number: W 97000

Name: Rob Mendel Title: VP Company: AT&T Address: 123 Main St City: Anytown State: CA Zip: 90210

Phone: 555-1234 Fax: 555-5678

Product: Wireless Data Division

Quantity: 1000

Unit Price: \$1.00

Total: \$1000.00

Comments: Please fill this out a return it to me. I will get the proper signatures - give it to Melissa to submit. Call if you have questions 425-84842.

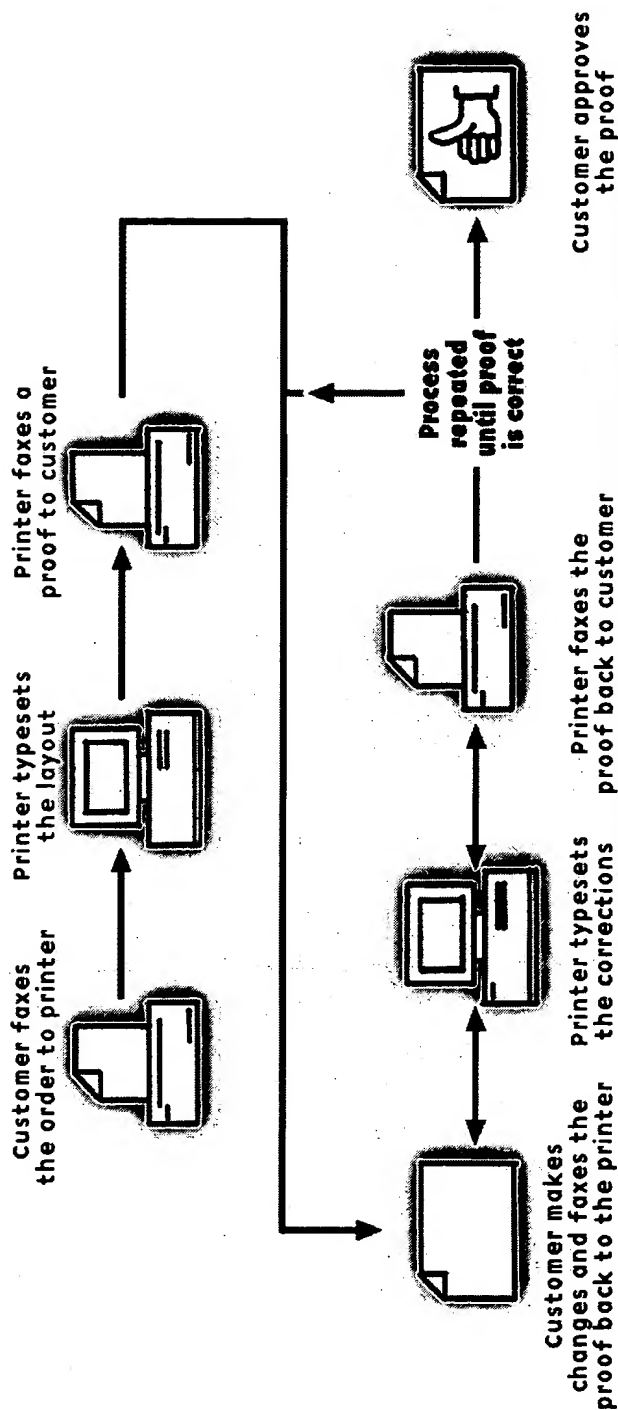
Signature: Rob Mendel Date: 12/15/99

AT&T Wireless Services
123 Main St, Ste 100
Anytown, CA 90210
Tel: 1-800-555-1234
Fax: 1-800-555-5678

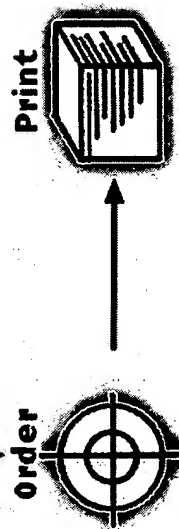
IMAGE X.COM



Traditional Process: Labor-intensive, Error Prone



High Touch... or
Highly Inefficient
Touch?



The job goes to the
prepress department
for print production

The manufacturing
process begins and
the order is printed

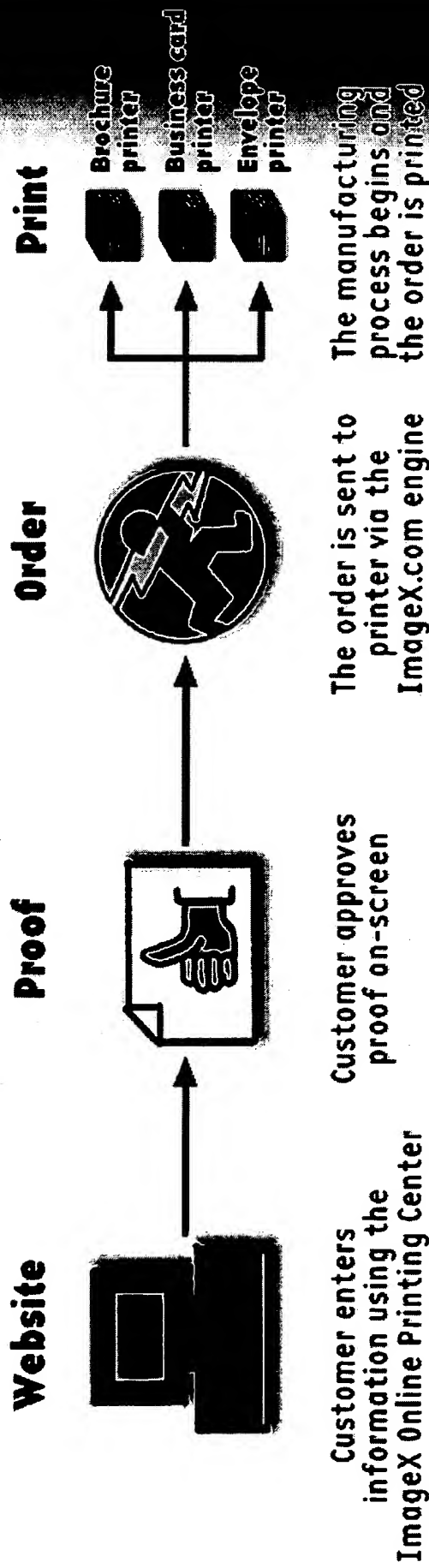
Elapsed time to order: 2 days

IMAGE X.COM



The ImageX.com Process

Companies effortlessly manage printing over the Internet.



Elapsed time to order: 10 minutes

From "Highly Inefficient Touch" to "Efficient High Touch".

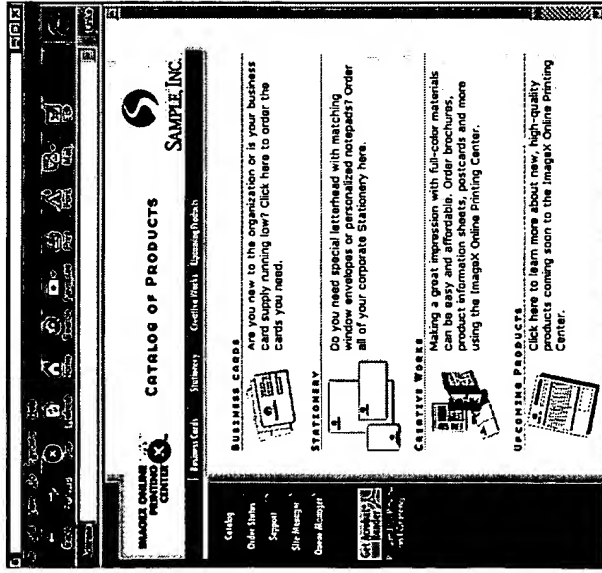


The ImageX.com Services

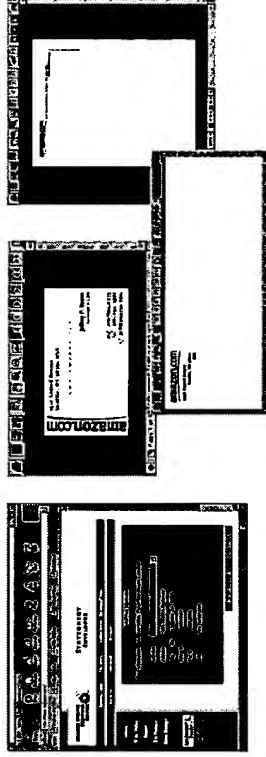
Customer's
Designs



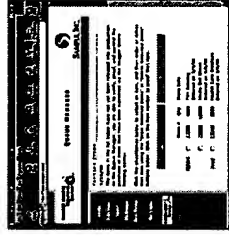
1. Web site and Online Catalog Created



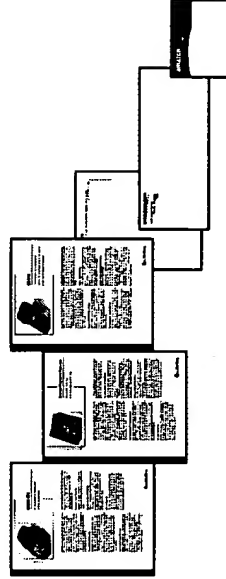
2. Modify and Proof Online



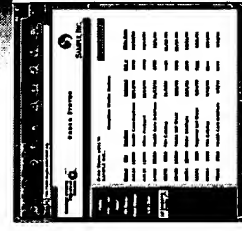
3. Approve and Release



4. Print Order Fulfilled



5. Online Reports



IMAGEX.COM



Customer Benefits

Problems



Solutions

- | | |
|--|---|
| <input type="checkbox"/> High Error Rate | <input checked="" type="checkbox"/> Online Edit and Proof |
| <input type="checkbox"/> Inventory Waste | <input checked="" type="checkbox"/> Online Tracking and Management |
| <input type="checkbox"/> Multiple Vendors | <input checked="" type="checkbox"/> One Stop Solution |
| <input type="checkbox"/> High Operating Costs | <input checked="" type="checkbox"/> Reduced Operating Costs |
| <input type="checkbox"/> Lack of Visibility of Selection | <input checked="" type="checkbox"/> Online Catalog of Print Materials |
| <input type="checkbox"/> Brand "Abuse" | <input checked="" type="checkbox"/> Brand Control via Rules |
| <input type="checkbox"/> Obsolescence | <input checked="" type="checkbox"/> Short-Run Efficiencies |



ImageX.com Case Study

The Problem

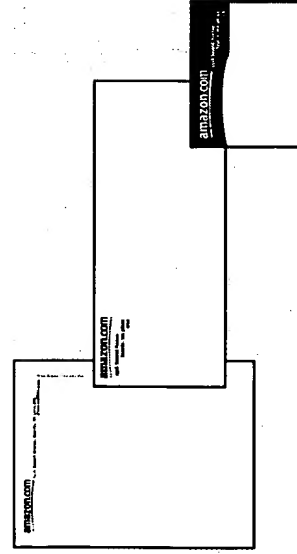
- Fax-back method of proofing resulted in long delays
- 25 man-hours per week spent calling printer
- Customer fired 3 printers in one year.

BOOKS, MUSIC & MORE
amazon.com

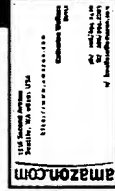
- ◆ World's largest on-line seller of books
- ◆ 1200 employees
- ◆ Large print budget
- ◆ Rapid expansion

ImageX.com Solutions

- Instant online proofs slashed process by an average of 5 days.
- Reduced admin time by 90% with instant on-line order status and history.
- ImageX.com "graphic rules" eliminated errors and maintains consistent corporate graphics standards.



amazon.com

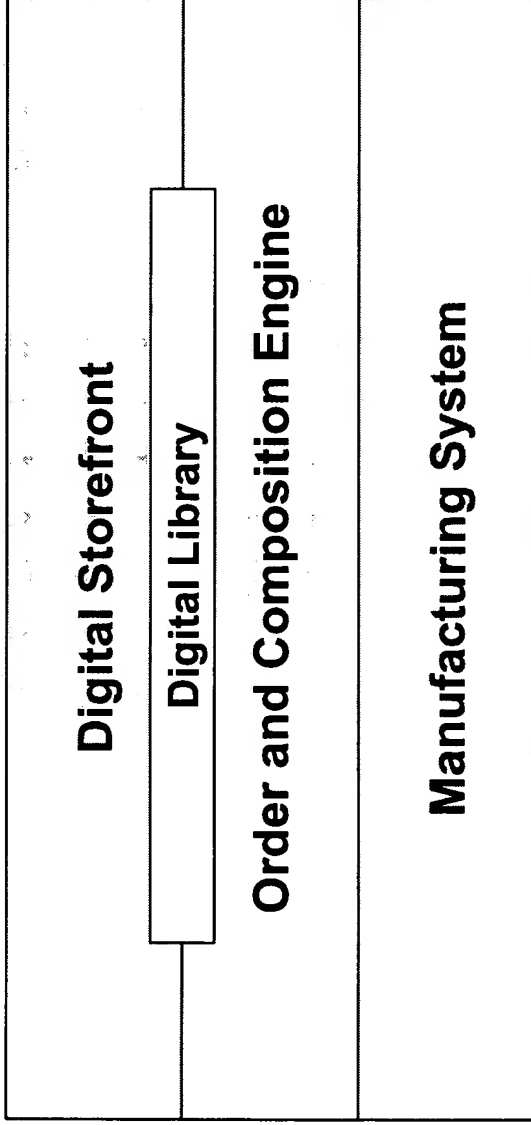


IMAGEX.COM



Unique ImageX.com Technology

Customer



- **Integrated**
- **Scalable**
- **Standards-based**
- **Mass-customized**



**Business Card
Printer**



**Stationery
Printer**

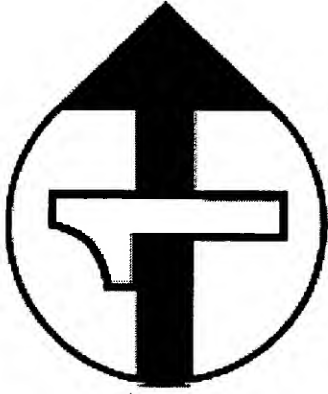


**Brochure
Printer**

16



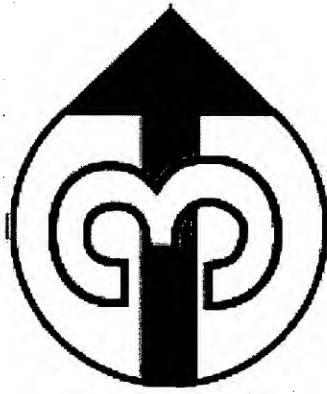
Growth Strategies: Acquiring Customers



Acquisitions
“Buy”



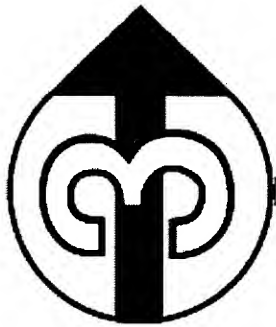
Direct Sales
“Build”



Alliances
“Borrow”

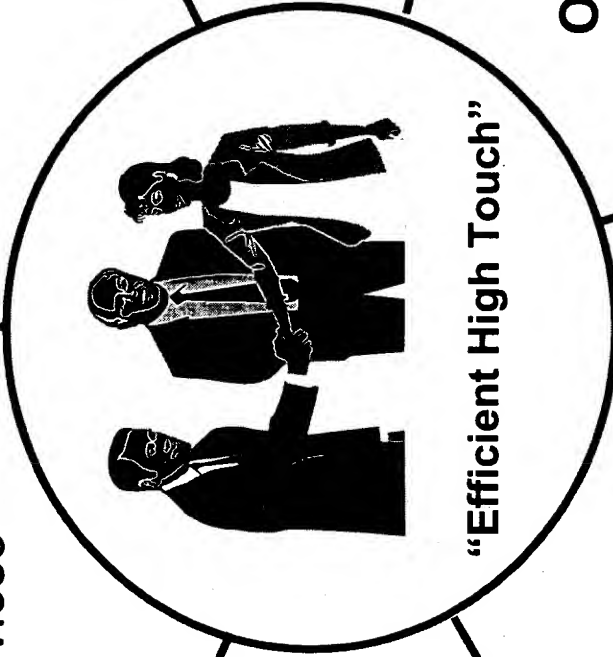


ImageX.com Alliance Strategy



**Marketing/Advertising
related services**

Print related services



**Procurement
related services**

**Web related
services**

**Office
Products**

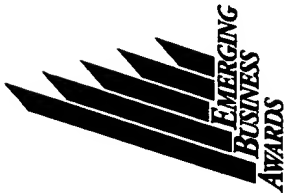
**Other Automation
related services**

IMAGEX.COM



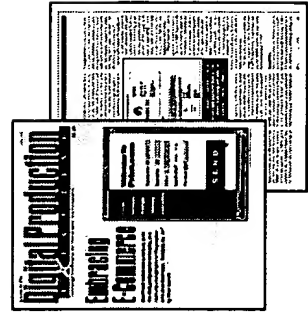
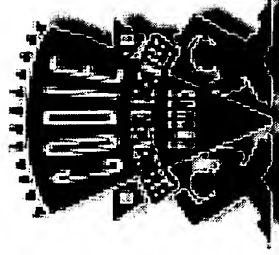
Nice Touch: Industry Recognition

Most Promising New Company



***Bellevue Chamber of Commerce
Business Innovation Award***

***Finalist, Best Internet/
Online Service***



***Digital Production Executive
Magazine - Cover Story***

IMAGE X.COM



Summary: Towards Efficient High Touch

- ✓ New systems are needed for the print industry to thrive in the “Internet’s Third Wave”
- ✓ Unique technology to simplify & control complex processes
- ✓ The Printing Industry Opportunity: Moving from “Highly Inefficient Touch” to “Efficient High Touch”